

Forbruker- og finanstrender 2021

Kjøpskanaler

Tidsserie 2017-2021



OM UNDERSØKELSEN (2021)

- ✓ Årlig undersøkelse siden 2017.
- ✓ Antall intervju: 2026
- ✓ Gjennomføringsperiode: 11.-26. mars. 2021
- ✓ De fleste (ikke alle) spørsmål baserer seg på kjøp kunder har gjort i løpet av 2020.
- ✓ Produktkategorier: kreditt, sparing og forsikring (8 produkter til sammen).
- ✓ Gjennomføres på Kantar sitt ISO-sertifiserte internettpanel.



KANAL BENYTTET VED KJØP

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40 % (38 %)

Nettbasert



21 % (19 %)

Nett + medarbeider

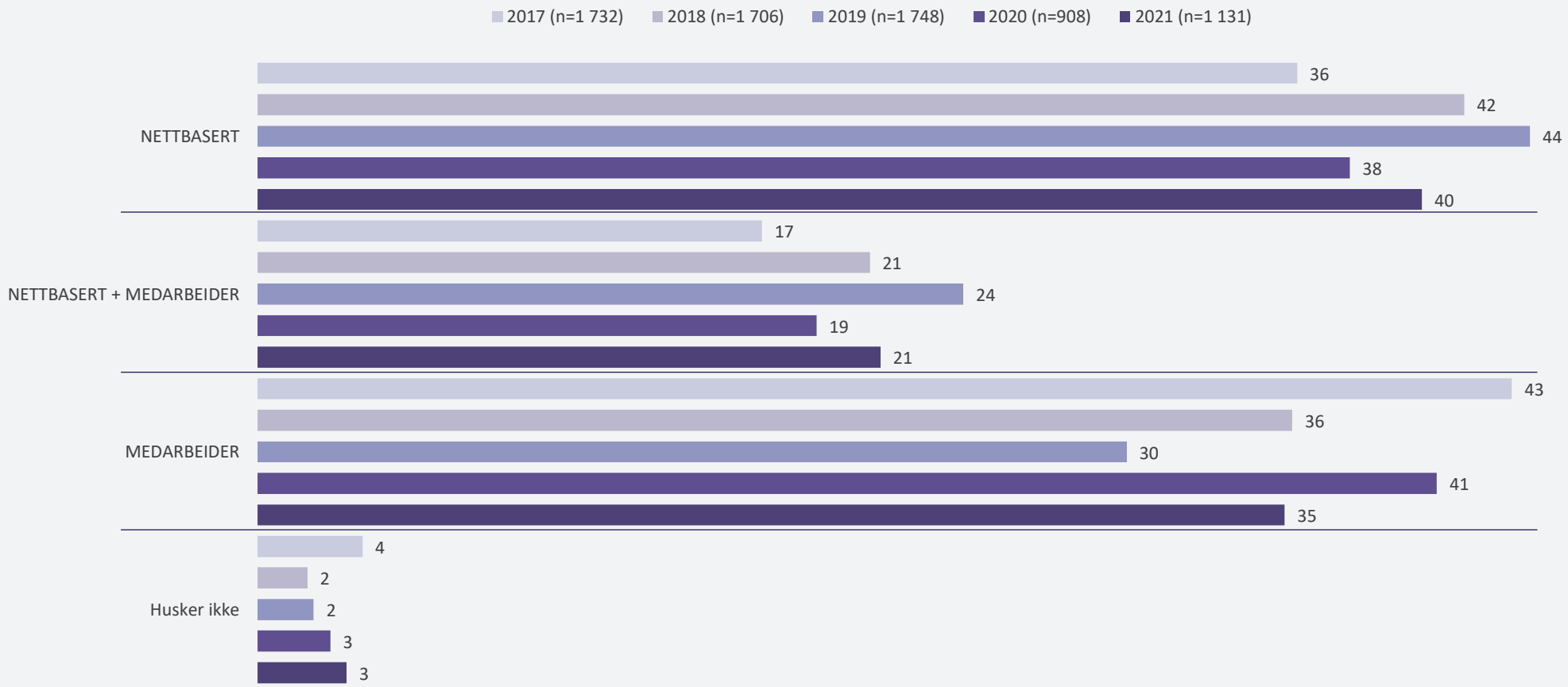


35 % (41 %)

Medarbeider
(møte/chat/video o.l.)

KJØPSKANAL (2017-2021)*

På hvilken måte gjennomførte du kjøpet ?



*Forbedret spørremetode fra 2020

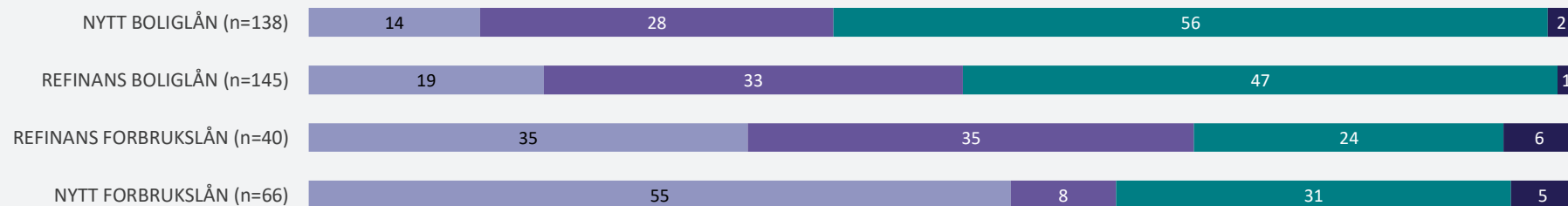


KJØPSKANAL

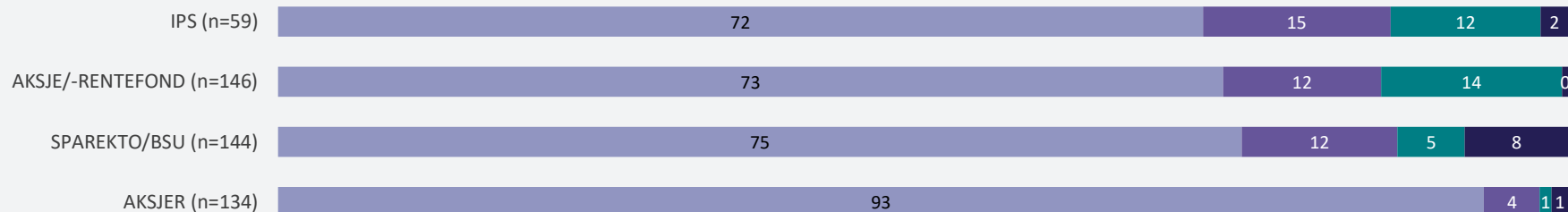
PR. PRODUKT 2021

■ NETTBASERT ■ NETTBASERT + MEDARBEIDER ■ MEDARBEIDER ■ Husker ikke

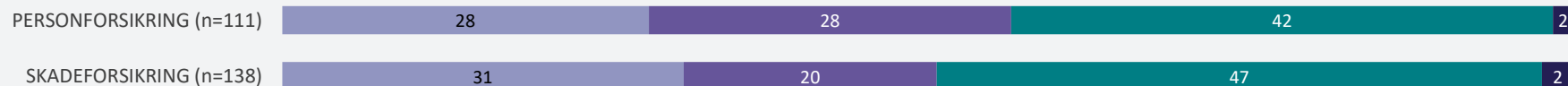
KREDITT



SPARING



FORSIKRING

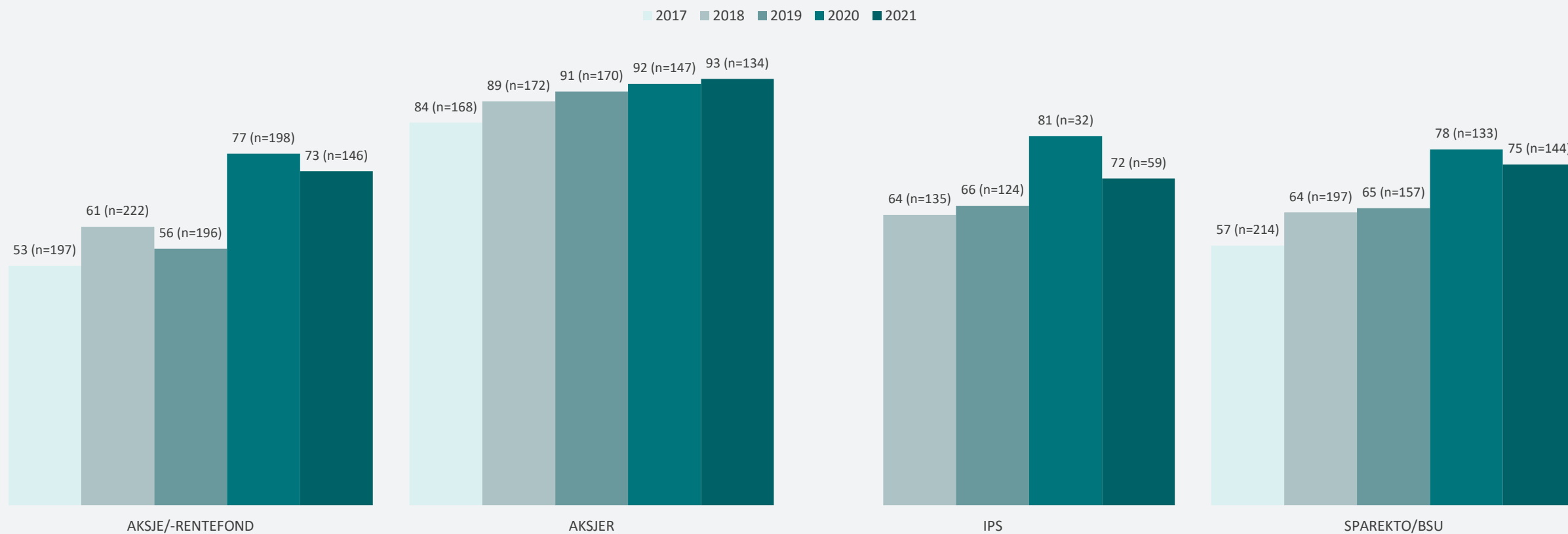




KJØPSKANAL

Nettbasert

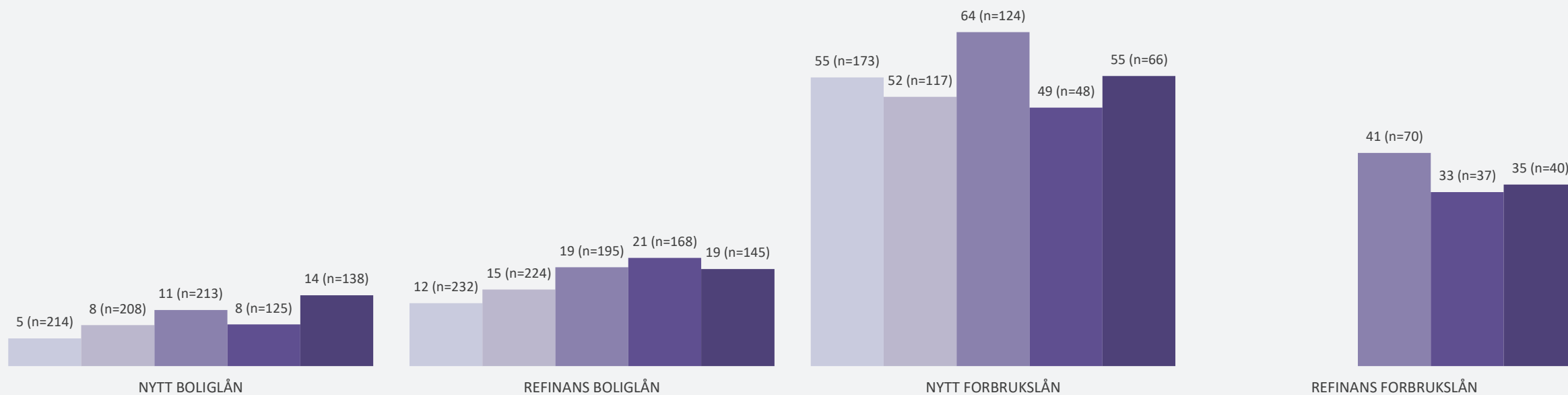
Kjøpskanal: Nettbasert (2017-2021)* SPARING



*IPS - nytt i 2018

Kjøpskanal: Nettbasert (2017-2021)* KREDITT

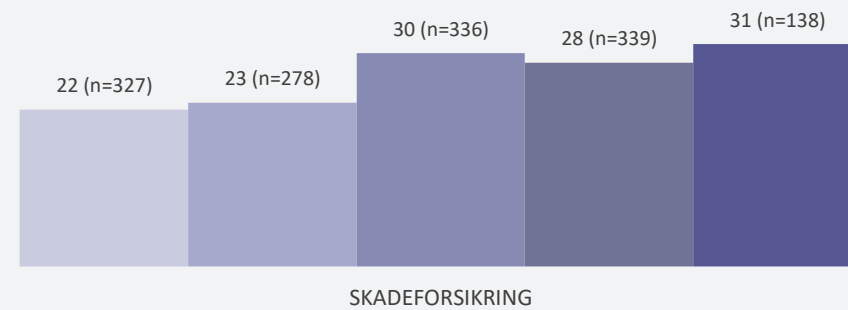
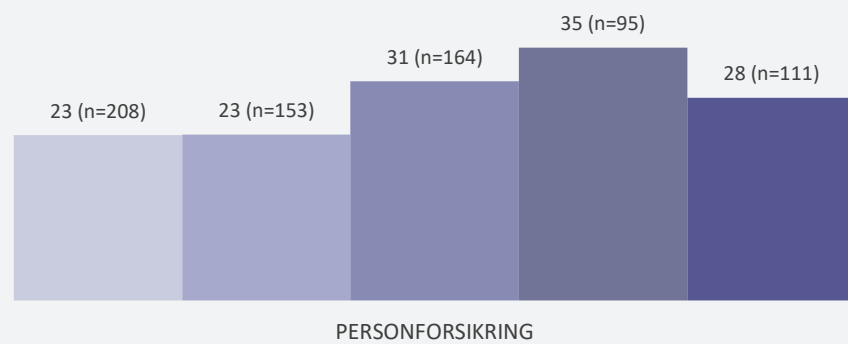
■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021



*Refinans forbrukslån - nytt i 2019

Kjøpskanal: Nettbasert (2017-2021) FORSIKRING

■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021



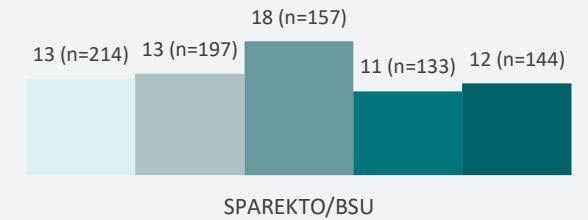
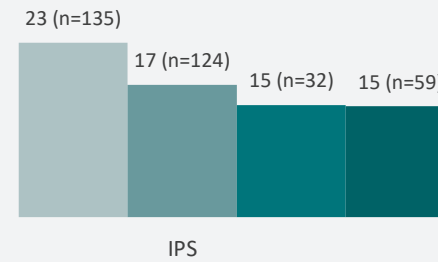
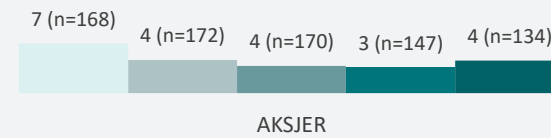
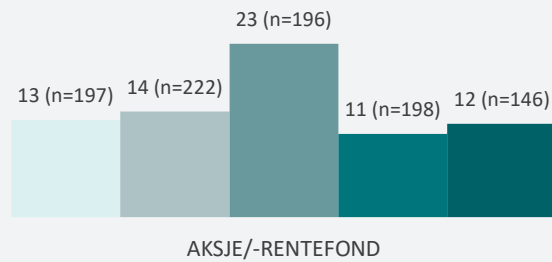


KJØPSKANAL

Nettbasert + medarbeider

Kjøpskanal: Nettbasert + medarbeider (2017-2021)* SPARING

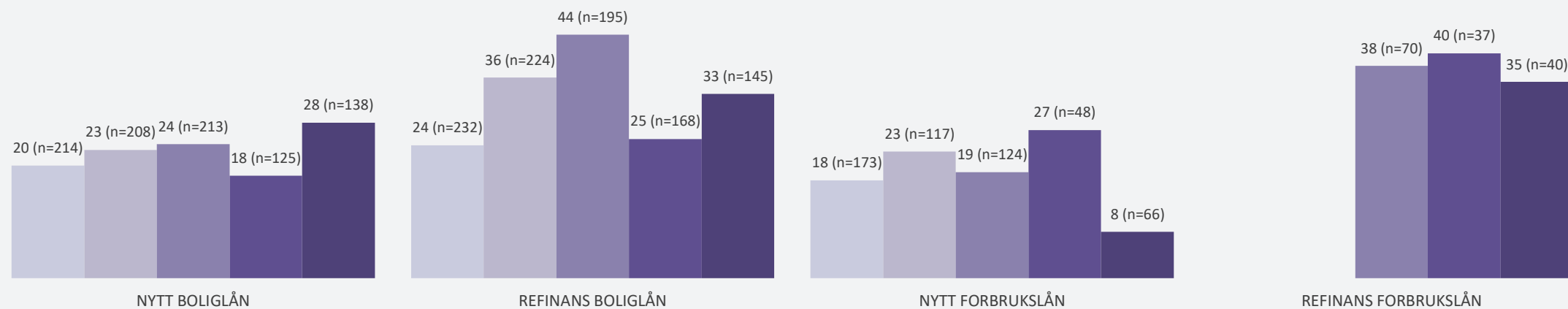
2017 2018 2019 2020 2021



*IPS - nytt i 2018

Kjøpskanal: Nettbasert + medarbeider (2017-2021)* KREDITT

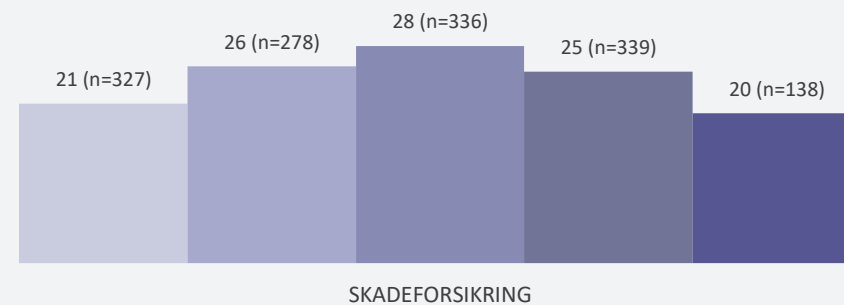
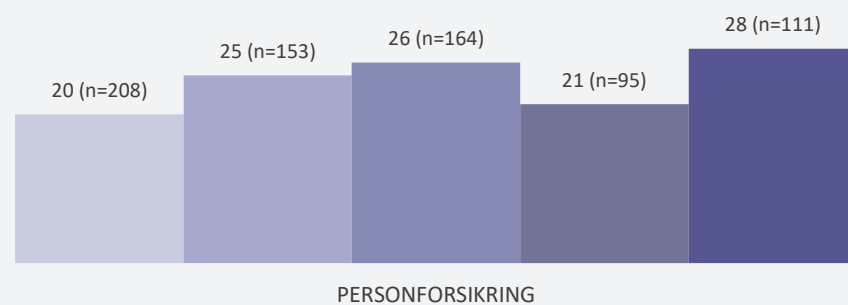
■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021



*Refinans forbrukslån - nytt i 2019

Kjøpskanal: Nettbasert + medarbeider (2017-2021) FORSIKRING

■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021



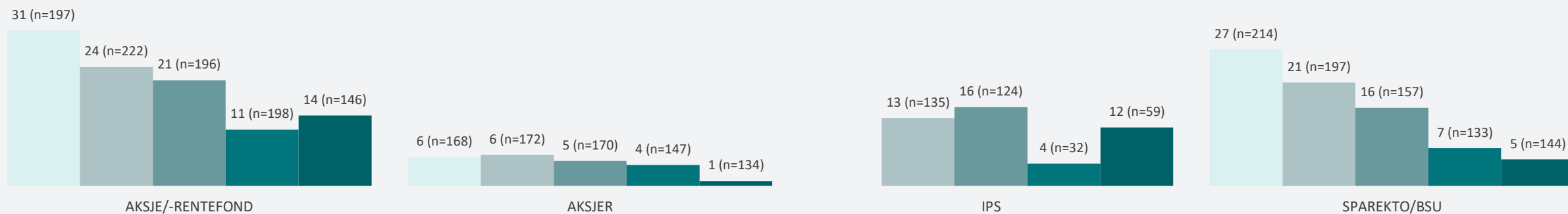


KJØPSKANAL

Medarbeider

Kjøpskanal: Medarbeider (2017-2021)* SPARING

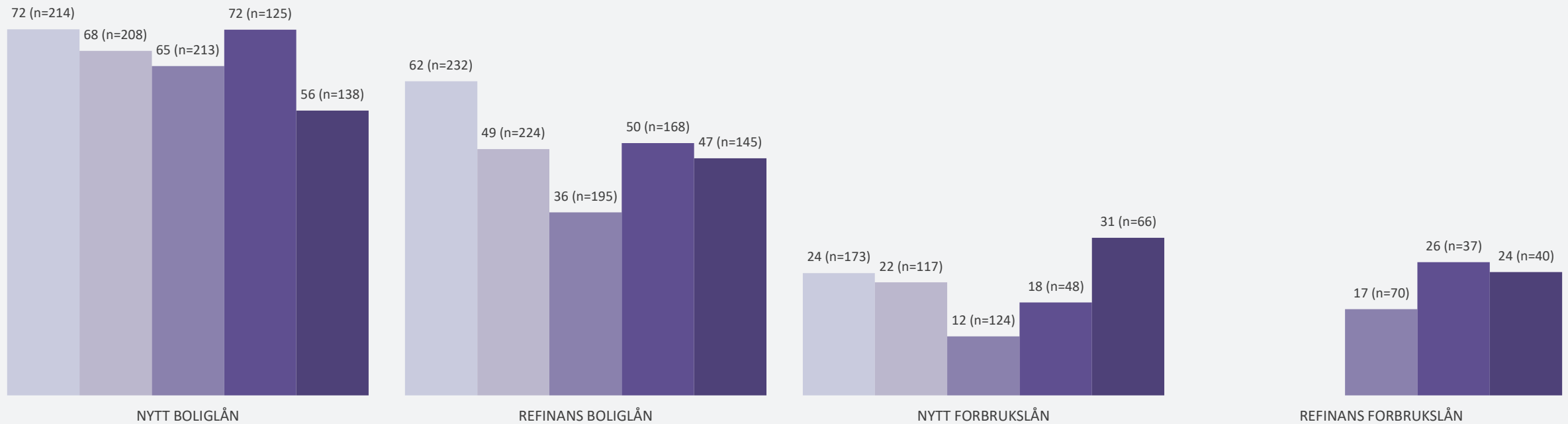
2017 2018 2019 2020 2021



*IPS - nytt i 2018

Kjøpskanal: Medarbeider (2017-2021)* KREDITT

2017 2018 2019 2020 2021



*Refinans forbrukslån - nytt i 2019

Kjøpskanal: Medarbeider (2017-2021) FORSIKRING

■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021

